



PATENT  
Customer No. 22,852  
Attorney Docket No. 8011-3006-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
John B. FERBER et al. ) Group Art Unit: 2131  
Application No.: 09/610,197 ) Examiner: Christian A. LAFORGIA  
Filed: July 1, 2000 ) Confirmation No.: 6838  
For: OPTIMAL INTERNET AD )  
PLACEMENT )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Final Office Action mailed on November 27, 2007, Applicants file this Amendment together with a Request for Continued Examination under 37 C.F.R. §1.114 and a Petition for Three Months' Extension of Time, extending the due date for responding to the Final Office Action until May 27, 2008. Accordingly, please continue examination and amend this application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendments section of this paper.